

2

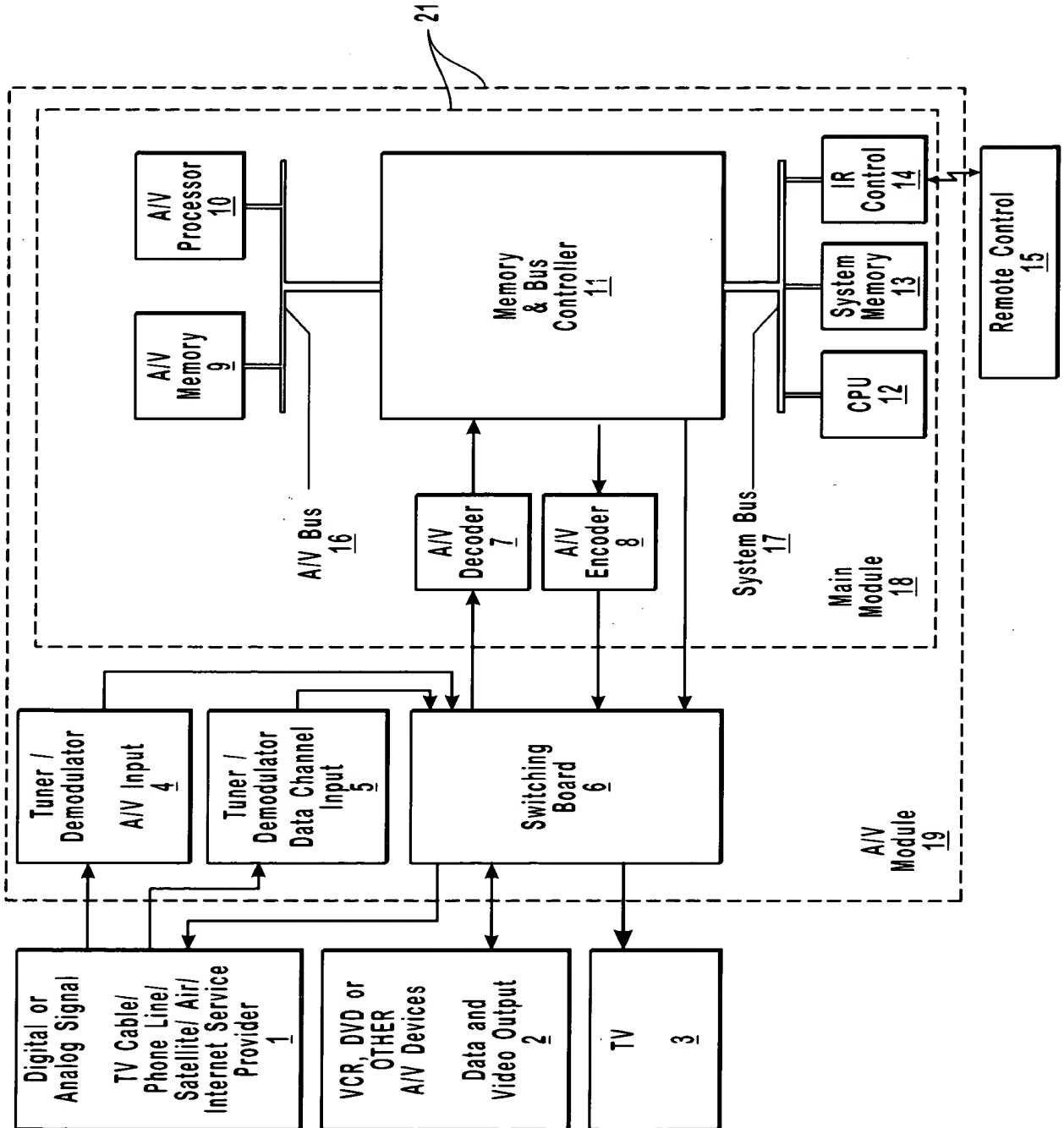


Fig. 1

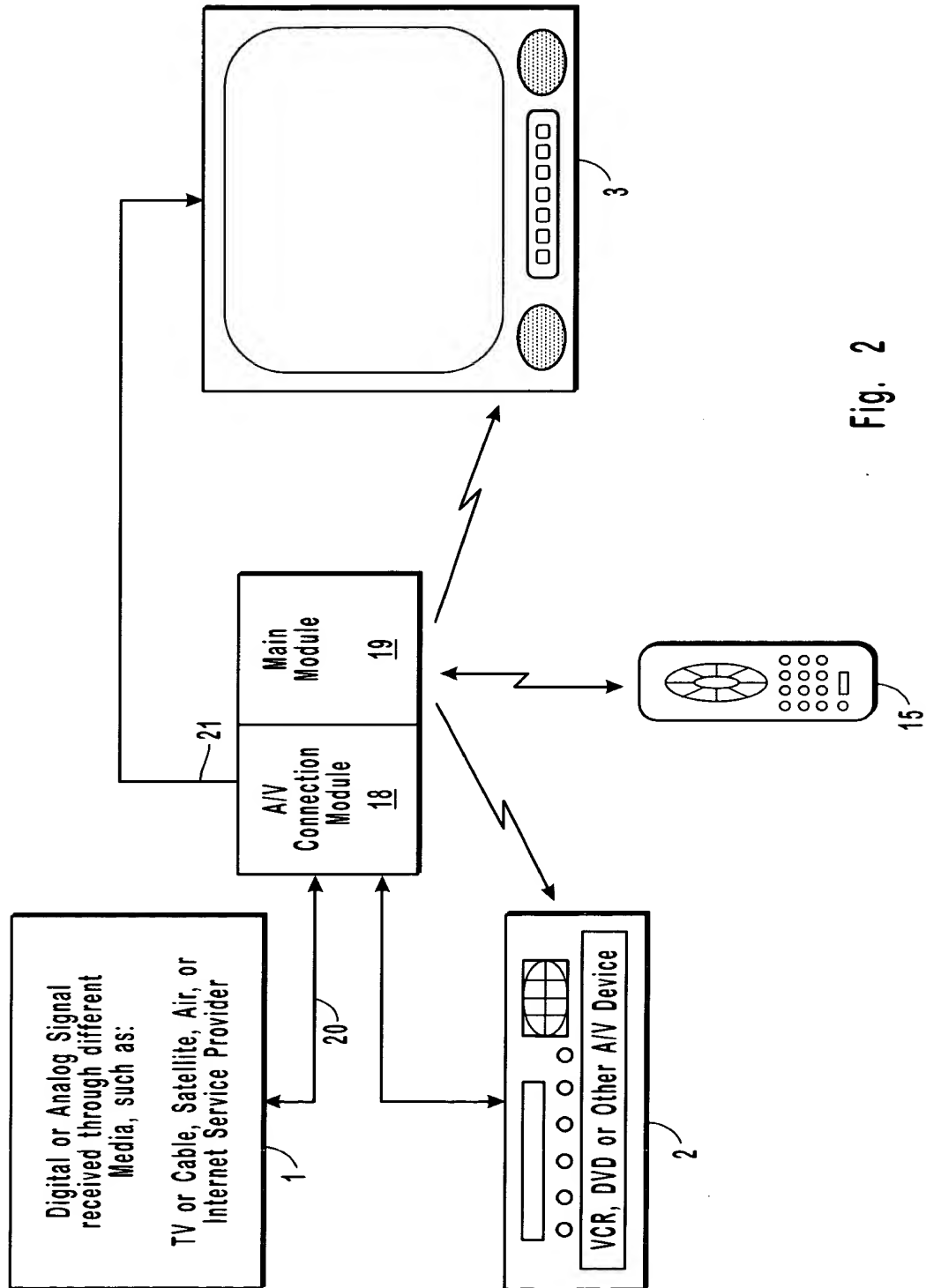


Fig. 2

...

Link1 Data	Link2 Data	Link3 Data	Link4 Data	Link5 Data	Link6 Data	Link7 Data	Link8 Data	Link9 Data	Link10 Data	Link11 Data	Link12 Data	Link13 Data	Link14 Data	Link15 Data
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...

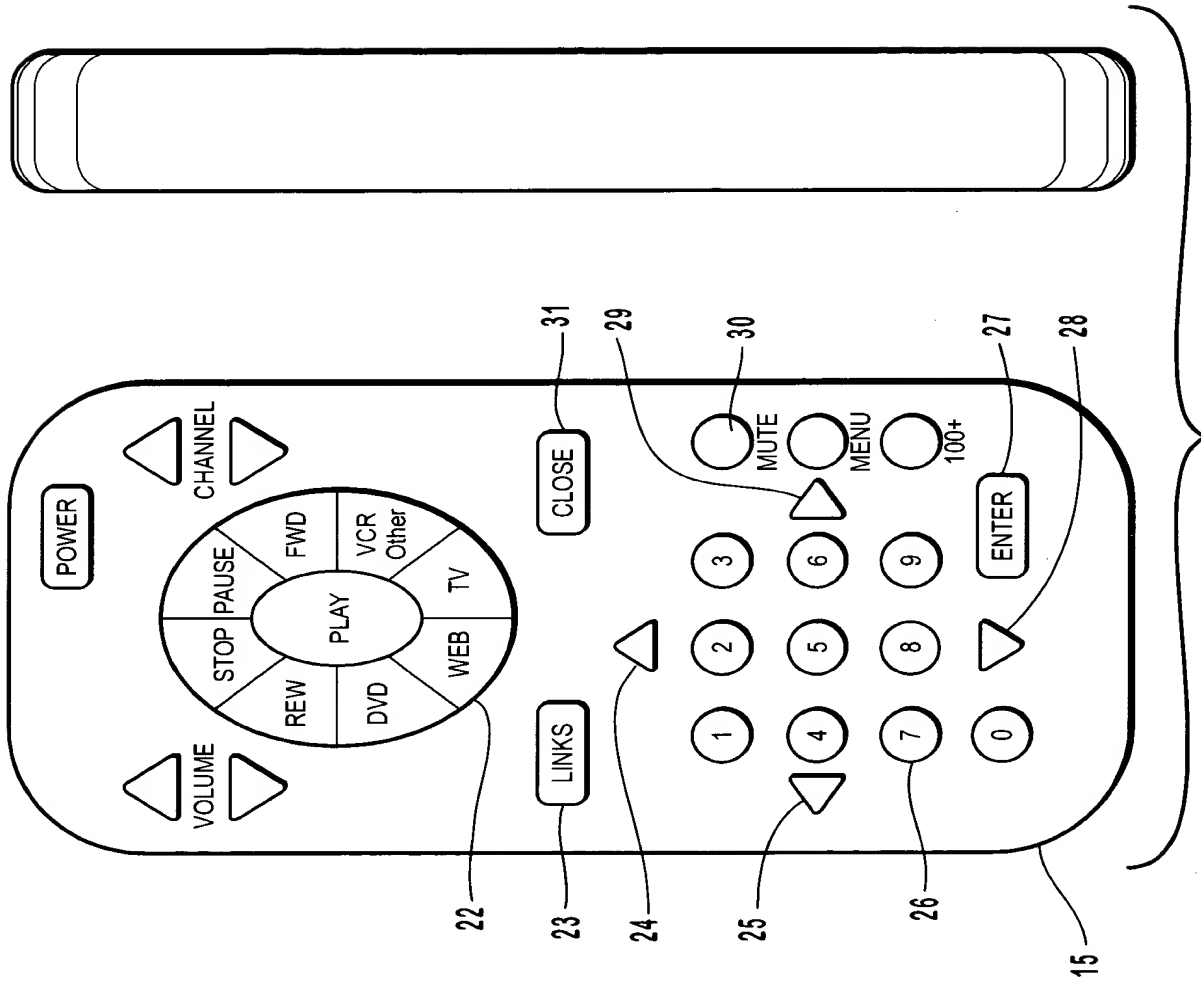
* Location of Link on screen

* Assigned Link (Number Displayed on Screen)

* Link (Internet Address)

* **Digital** signals received from any A/V source, especially TV, Satellite , Cable TV, and DVD etc. can have multiple channels compressed into 1 (one) single source. A television station could possibly broadcast simultaneously, 5 (five) different channels on 1 (one) single bandwidth. With this increased capability, 1 (one) or more of these channels could be data.

Fig. 3



Show/Movie
in progress

501

Running

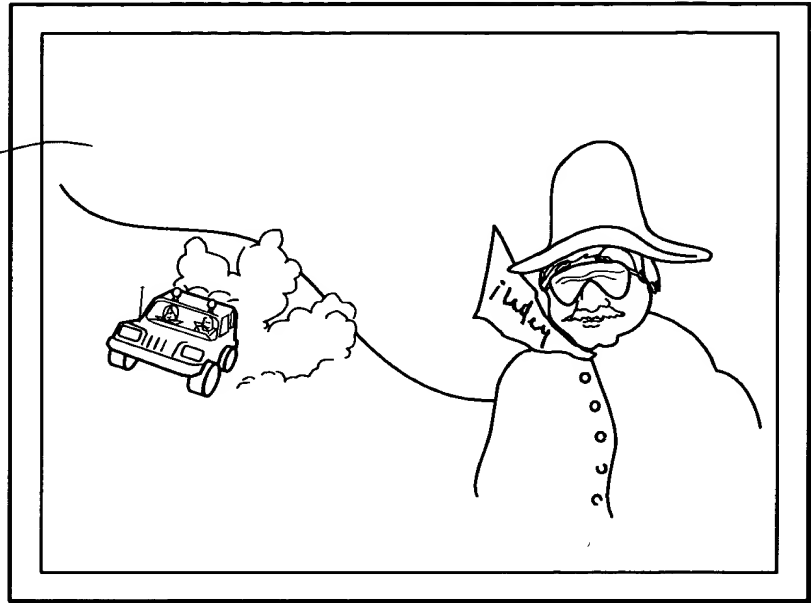


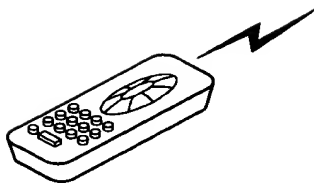
Fig. 5a

Links
Displayed

504

503

502



Links Bookmarked
then link
display terminated

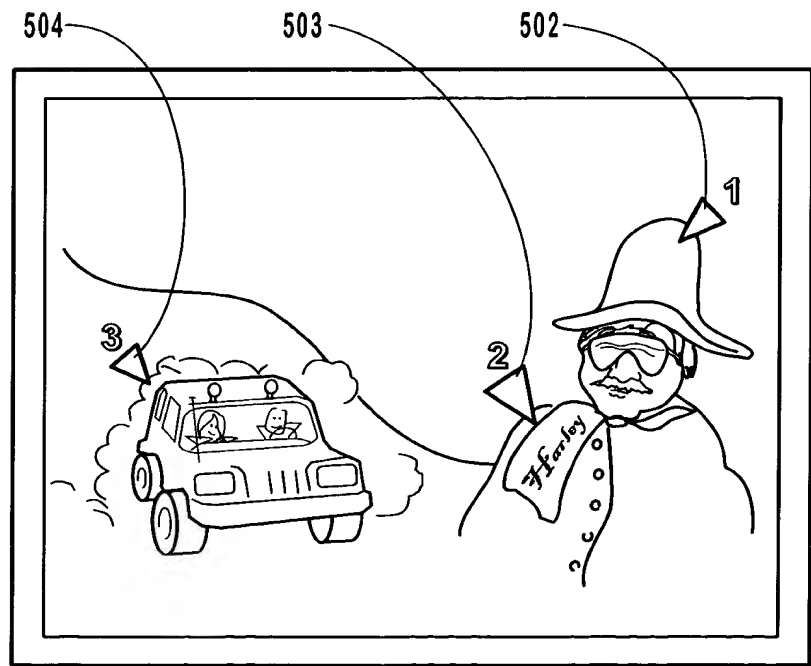


Fig. 5b

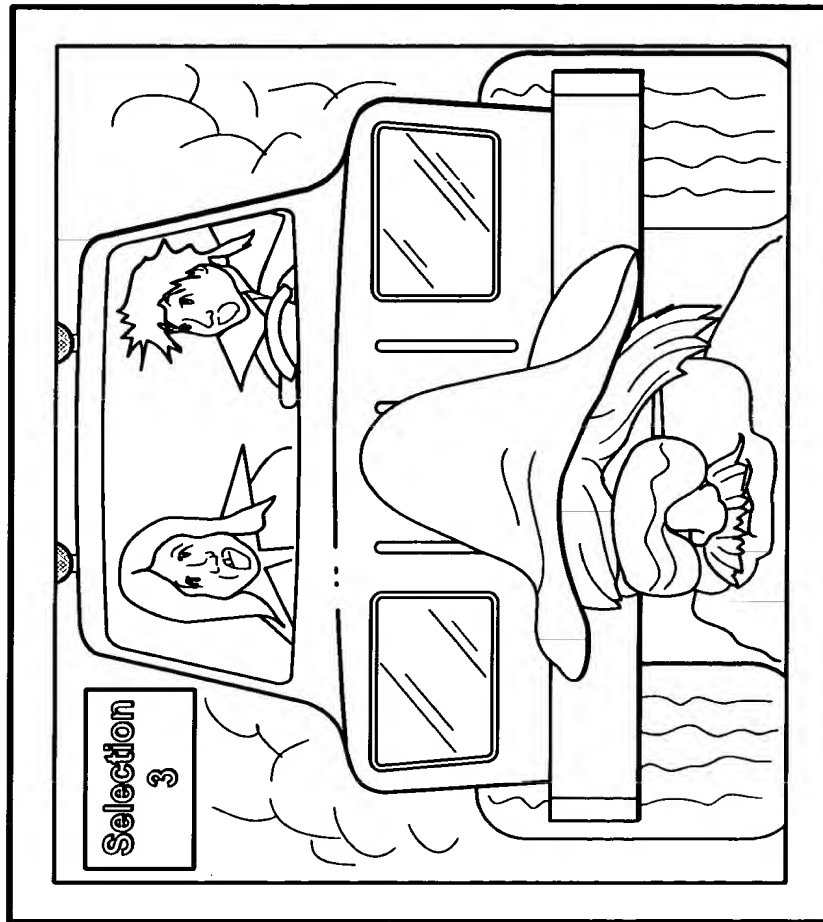


Fig. 6

Return to
Show/Movie
in progress



Fig. 7a

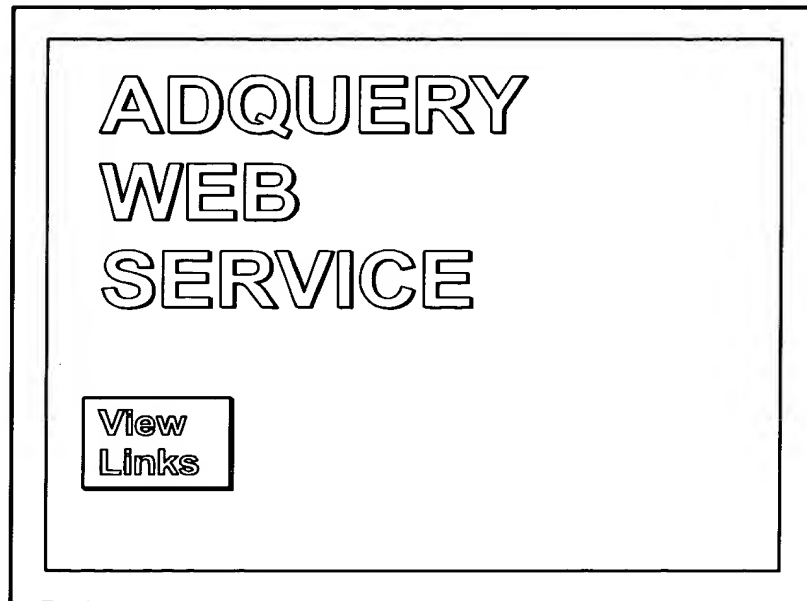


Fig. 7b

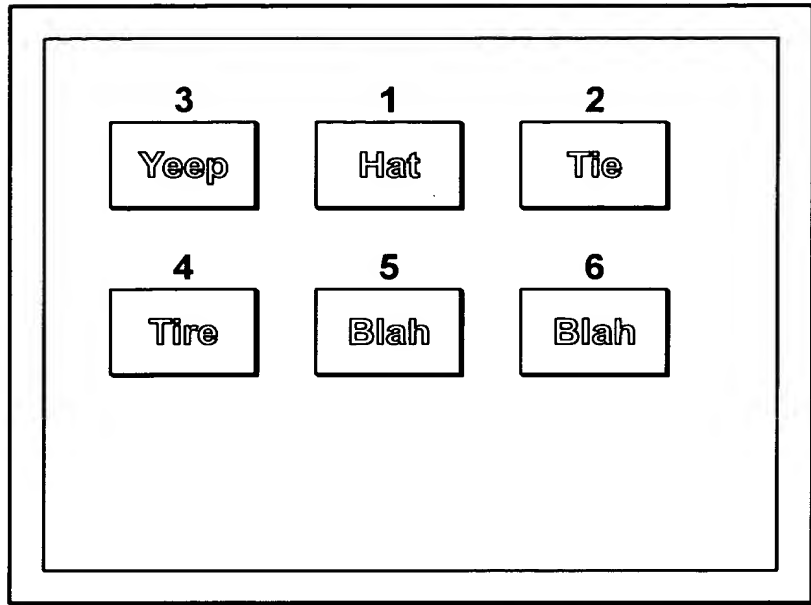


Fig. 8a

Bookmarked
or Immediate
Upon
Selection

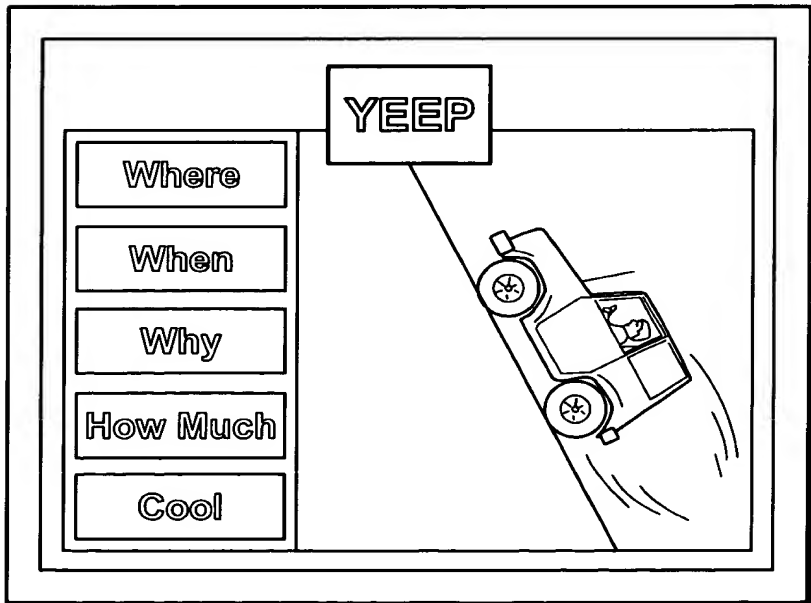


Fig. 8b

No link displayed
Entire Commercial is
bookmarked

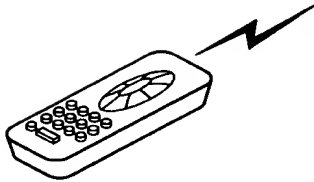


Fig. 9a

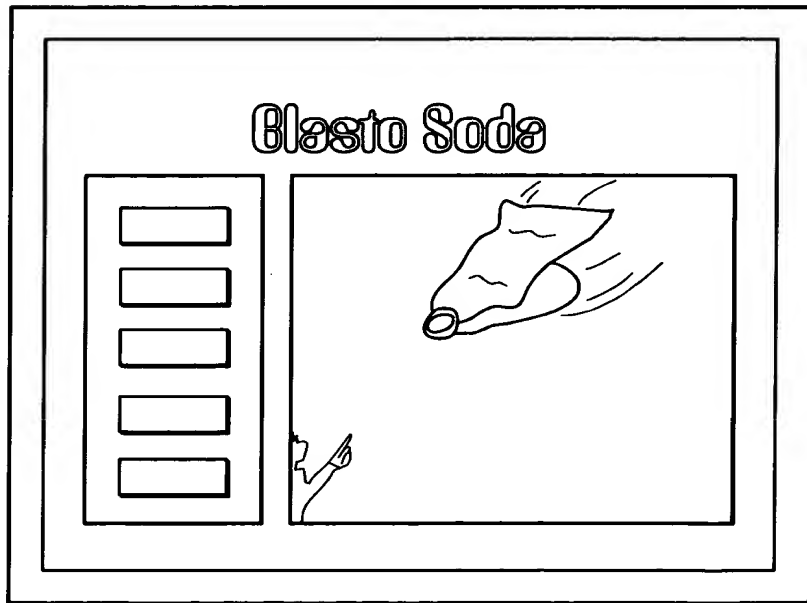


Fig. 9b

10 / 10

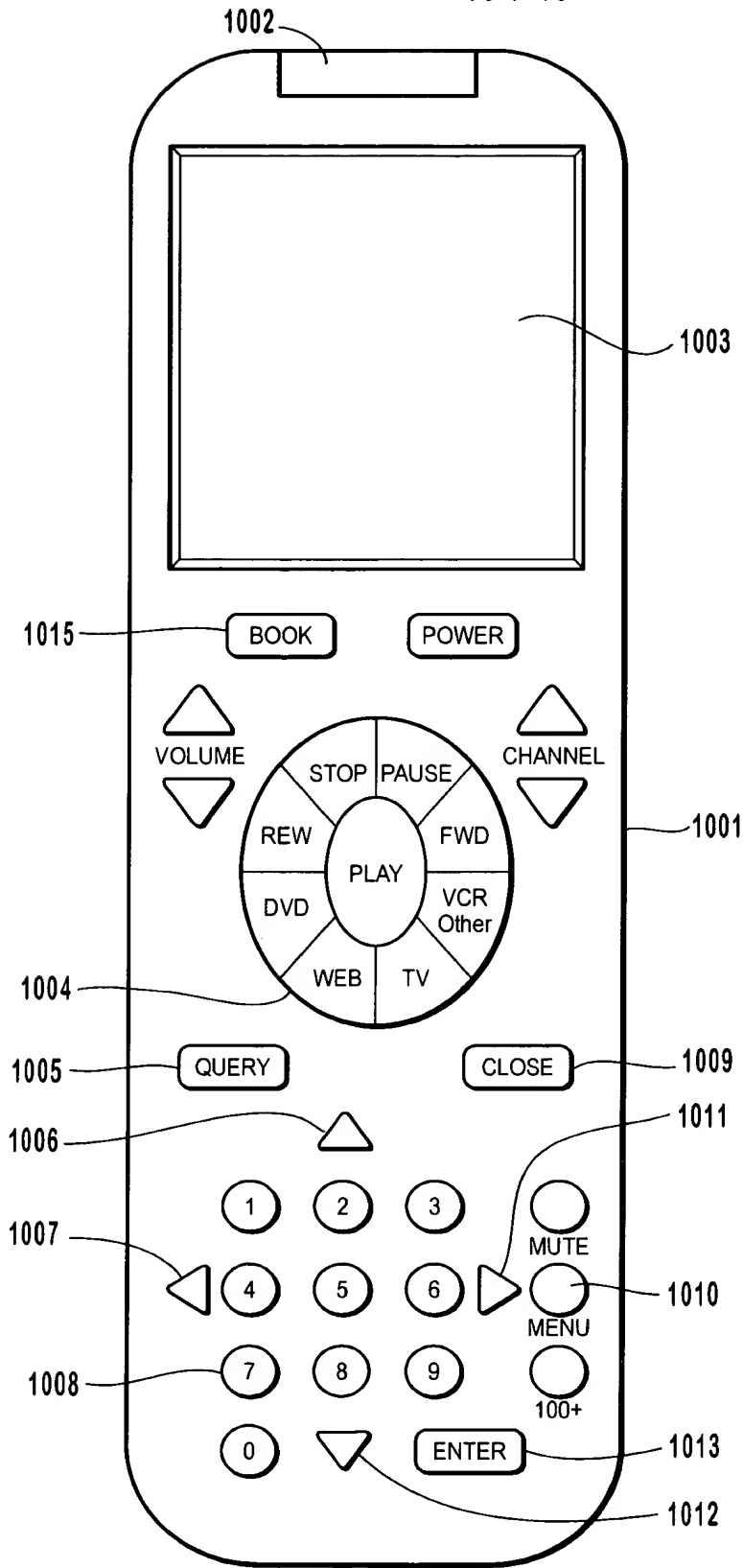


Fig. 10a

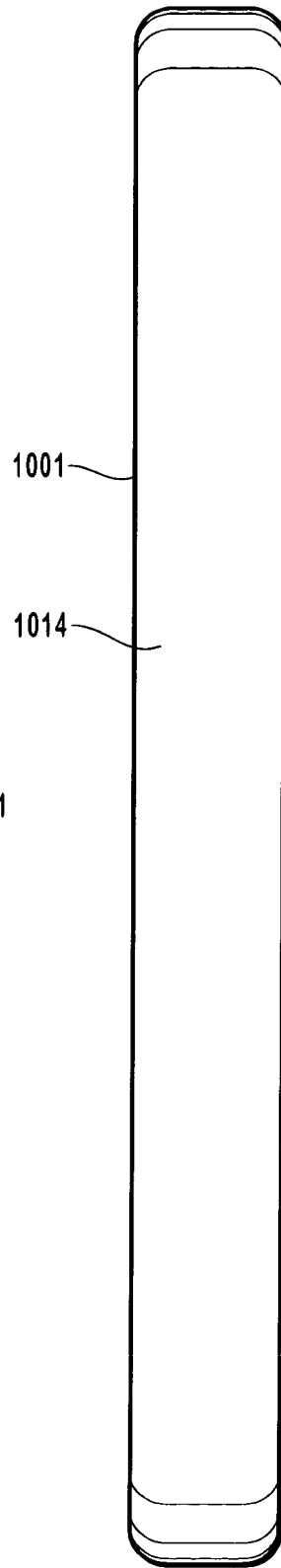


Fig. 10b